



QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

Course Name	Entrepreneurship
Course Code	MGT502
Semester	First
Credit Hours	03
Total Weeks	16/18
Total Hours	48/54
Total Marks	100
Pre-requisite	None

Course Objectives

This course focuses on the importance and purpose of Entrepreneurship, highlighting how to carry out efficient and effective entrepreneurial techniques to start the business. It provides managerial knowledge that can enable students to utilize their talents in the practical life. It also provides an overview of different topics, allowing students to determine the field of business they would like to pursue. It also provides how to write the business plan which includes marketing plan, financial plan, and organizational plan. In short it will provide the knowledge that how a new business can be started.

Grading Criteria

Distribution	Weight
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

Recommended Books

- Entrepreneurship 6th edition by Robert D. Hirsch, Michael P. Peters
- Entrepreneurship in Action 2nd Edition by Mary Coulter
- Pattern of Entrepreneurship by Jack M. Kaplan

WEEK WISE BREAKDOWN

Week	Description
1	<ul style="list-style-type: none"> ◇ Definition of Entrepreneurship ◇ Nature and development of entrepreneurship ◇ Green Entrepreneurship & Social Entrepreneurship ◇ Entrepreneur Vs Inventor
2	<ul style="list-style-type: none"> ◇ The Entrepreneurial Process ◇ Entrepreneurial Cycle ◇ Role model & Support System
3	<ul style="list-style-type: none"> ◇ Entrepreneurship ◇ Entrepreneurial Leadership Characteristics ◇ Elements of Entrepreneurial Strategy
4	<ul style="list-style-type: none"> ◇ Sources of New Ideas ◇ Methods of generating NEW ideas ◇ Product Planning & Development process
5	<ul style="list-style-type: none"> ◇ Innovation and the entrepreneur ◇ Principles of innovation ◇ Ethics & Social Responsibility for Entrepreneurs
6	<ul style="list-style-type: none"> ◇ Information needed for preparing the Business Plan ◇ Business Plan ◇ Writing the Business Plan ◇ (Includes all the contents of Business Plans)
7	<ul style="list-style-type: none"> ◇ Who should write the Business Plan? ◇ Who read the Business plan? ◇ Using & Implementing the Business Plan ◇ Presenting the Business Plan ◇ Why some Business plan fails?
8	<ul style="list-style-type: none"> ◇ Marketing Research for the new Venture ◇ Understanding the Marketing Plan ◇ Characteristics of Marketing Plan
	Two Assignments + Two Test Mid Term Exam
9	<ul style="list-style-type: none"> ◇ Environmental Analysis ◇ The Marketing Mix ◇ Steps in Preparing the Marketing Plan
10	<ul style="list-style-type: none"> ◇ Developing the Management Team ◇ Building successful organization ◇ Motivating Employees ◇ Legal form of business
11	<ul style="list-style-type: none"> ◇ Legal issues related to Entrepreneurship ◇ Patents ◇ Copyrights ◇ Trademarks
12	<ul style="list-style-type: none"> ◇ Sources of Capital ◇ Debt or Enquiry Financing ◇ Internal or External Funds ◇ Personal Funds

13	<ul style="list-style-type: none"> ◇ Preparing for the New Venture Launch: Early management issues ◇ Record Keeping ◇ Recruitment & Hiring New Employees ◇ Creating Awareness of the new Venture ◇ Advertising ◇ Rapid growth and Management Controls
14	<ul style="list-style-type: none"> ◇ Ending the Venture ◇ Bankruptcy ◇ Reorganization ◇ Strategy during Reorganization ◇ Liquidation ◇ Succession of Business
15 & 16	<ul style="list-style-type: none"> ◇ Presentations ◇ Assignments
	Two Assignments + Two Test+ Presentation
	Final Term

Learning Outcomes:

- Ability to recognize a business opportunity that fits the individual student
- Demonstrate the understanding of how to launch the individual's entrepreneurial career
- Recognize the importance of entrepreneurship and identify the profile of entrepreneurs and their role in economic growth
- Know how to acquire necessary resources and organizational matters of new venture creation process